

# EQUIP AUTO 2011

FROM TUESDAY 11 TO SATURDAY 15 OCTOBER  
PARIS NORD VILLEPINTE EXHIBITION CENTRE - FRANCE



GEAR UP FOR THE FUTURE  
THE INTERNATIONAL SHOW OF ALL EQUIPMENT FOR ALL VEHICLES

EquipAuto Show  
October 11-15, 2011  
Paris Villepinte Exhibition Center

The U.S. Commercial Service, in conjunction with the EquipAuto show organizer, will set up a **U.S. Pavilion** with a great location **Hall 6** to maximize your exposure and increase visibility for better results at this 2011 year's event.

EquipAuto 2009 attracted more than 90,000 visitors from 165 countries, including visitors from elsewhere in Europe, Africa, the Middle-East and Asia, as well as 380 French and international journalists. It represents a key opportunity to promote your products in the automotive market worldwide and not just in France!

With 1,800 exhibitors participating at the 2009 edition, EquipAuto show is an important showcase for your company to expand your business outside the United States. Professionals from all distribution channels in the automotive aftermarket business visit the show.

We encourage you to participate and exhibit within the U.S. Pavilion. In order to help you exhibit in Paris, the EQUIP AUTO team has made a special effort to reduce its prices for US Pavilion companies.

- 6m<sup>2</sup> fully equipped booth: 2,622.64€ ex VAT (over **-16% off** full price!)
- 9m<sup>2</sup> fully equipped booth: 3,608.96€ ex VAT (over **-12% off** full price!)
- 12m<sup>2</sup> fully equipped booth: 4,595.28€ ex VAT (over **-10% off** full price!)

See the attached page for more information regarding pavilion furnishings.

Because of the size and importance of Equip Auto, we will be on-site throughout the duration of the show to assist you to make your participation a real success.

In addition, the Commercial Service's worldwide network offers a wide range of promotional, matchmaking and market research tools, of which I urge you to take advantage. Full information on these services can be obtained on our web site at <http://www.buyusa.gov/france/en>.

Your contact for this show is Sophie Lacelle, International Sales Manager for Equip Auto. For any information you can call her on 0033 1 7677 1390, or email on [sophie.lacelle@comexpodium.com](mailto:sophie.lacelle@comexpodium.com). Sophie Lacelle will provide you with completed application form; she can also help with hotel reservations.

We hope to see you soon at EquipAuto and work with you at the show.

**Stéphanie Pencolé**- U.S. Commercial Service- U.S. Embassy-Paris, France  
14 Boulevard Haussmann 75009 Paris - Tel: + 33 1 43 12 71 38- Fax: + 33 1 43 12 70 50

Email: [Stephanie.Pencole@Trade.Gov](mailto:Stephanie.Pencole@Trade.Gov)

<http://www.buyusa.gov/france>

Connect with U.S. companies looking for International Partners at <http://www.buyusa.gov/ifp/>

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## US PAVILION DESCRIPTION

- Above the pavilion there will be a large 4-sided 'US Pavilion' flag sign
- Daily stand cleaning
- The pavilion will have a central lockable store-room which can be used by all US companies. This store-room will have two wire bookcases and a coat-hanger



### Each US Pavilion booth will have the following furnishings:

- White aluminium frame
- Company sign with US flag
- White walls (2.5m high)
- Red carpeting
- 1 white shelf
- Electrical power supply and 3 sockets
- 3 spotlights per 3m<sup>2</sup> of booth space
- 1 waste-paper basket
- 1 table and 3 chairs
- 1 white brochure rack
- 1 high stool
- 1 hostess desk with lockable cupboard

